

Question: Should the consumer be allowed the purchase of channels individually instead of as part of a package?

Comment: It's a big corporate game. Everyone knows that package deals are more expensive and most of the time filled with excessive and useless products that confuse the consumer into thinking they are getting more for their money when in fact the consumer is paying for something that they don't want. The Corporate argument is that it would cost more for the consumer to pick and choose individual channels. How? the medium is electronic and most of the time, Digital. Allowing the choice to pick individual channels allows the consumer an inexpensive way to enter the satellite or cable industry. However, this in itself will not provide an affordable access to satellite or cable if the market is not regulated to prevent fraud by the cable or satellite industry. The average retail price to gain access to cable is 40 dollars for basic channels that are free with an antenna. This is absurd considering that it is an electronic medium that can be reproduced free of charge with over the air broadcasts. Granted there is more choices to be had with cable or satellite, however my experiences with cable is that I only watch at the most 4 to 6 channels consistently. So why am I paying 40 dollars? Because, most people are uninformed and therefore being taken advantage of by the cable and satellite industry. Stop the madness and allow me an affordable choice of viewing material.

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